

MAY 2011

P/ID 6018/MEA

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. Define marketing research and explain the factors which limit the acceptance of marketing research.
2. Discuss the importance of marketing research for the producer.
3. Name the sociological factors determining buyer behaviour.
4. Define culture and discuss about interaction between different subcultures.
5. Define involvement. Explain the strategic implication of low involvement in decision making.
6. Explain the features and importance of exploratory research.
7. Highlight the procedure for developing a good hypothesis.

8. Explain different types of consumer buying motives with examples.
9. State the limitations of secondary data.
10. What is meant by sampling plan?
11. How will you measure the effectiveness of consumer oriented sales promotion techniques?
12. What is Hypothesis? Explain the formulation and testing of hypothesis.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Explain the principles of report writing with an example.
14. Differentiate between probability sampling and non-probability sampling.
15. Construct a questionnaire for studying the consumption behaviour of soft drinks in college campuses.

16. Define the following :
 - (a) Dissonance Reducing Buying Behaviour
 - (b) Complex Buying Behaviour
 - (c) Routinized Response Behaviour.
 17. Discuss how and why the field of consumer behaviour was developed.
 18. Marketing research can be conducted on all of the marketing mix factors. Discuss.
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